



To: FCC Commission

From: Rex Hansen, Vice-President/General Manager
Journal Broadcast Group—Springfield, MO
KTTS-FM/KSGF-AM/KSGF-FM/KZRFM/KSPW-FM

Re: MB Docket No 04-233

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At Journal Broadcast Group, part of our mission is to be a leader in our market by providing the highest-quality product and services to our listeners—to be market-centric. We operate five radio stations in Springfield, Missouri.

RADIO:

The following is a description of how our full-service country station, KTTS-FM 94.7, serves the community.

KTTS-FM 94.7

KSPW-FM 96.5

▪ **LOCAL NEWS**

We are the number one source for breaking news and weather in Springfield and the Ozarks. Our five-full-time and five part-time employees constitute the largest radio news team in the region, and they report the local news 198 times every single week. Our commitment to the news is unmatched. Our commitment goes back more than three decades, during which time we have covered city council meetings and school board meetings, and we have educated listeners on local and national issues. We are the first station on the air to bring news about the needs of our neighbors after disaster affects our community. We know news never stops, so we bring listeners live coverage of local news, 24 hours a day, 7 days a week

KSGF-AM 1260

KSGF-FM 104.1

KZRQ-FM 106.7

▪ **LOCAL PUBLIC AFFAIRS**

For more than 30 years, Ozarks area listeners have had their own radio station. *Cracker Barrel* is a weekly one-hour listener call-in program that airs 7 a.m. – 9 a.m. every Sunday morning on KTTS-FM. Discussions cover a wide range of topics—from local politics to community issues to pop culture trends. In short, listeners are allowed to broach and discuss any topic in which they have an interest or a desire to express an opinion. There are very few “open mic” programs today, but KTTS offers one to the area with *Cracker Barrel*.

▪ **LOCAL PROGRAMMING POLICIES**

KTTS attempts to discover local programming interests in a variety of ways: request logs, listener feedback on location and letters/emails/phone calls. The General Manager, Operations Manager or Program Director personally respond to all listener communication, usually in the same form as the initial contact by the listener. We conduct annual auditorium music tests, and perceptual studies are done every other year.

▪ **COMMUNITY-RESPONSIVE PROGRAMMING**

KTTS-FM is a strong advocate for children of the Ozarks. For many years, we have sponsored *Christmas Crusade*, which provides gifts, food and basic needs for more than 200 challenged families every year in our community, in association with Crosslines Council of Churches.

When tornados ripped through the Ozarks in May 2003, KTTS organized a major fund-raiser for victims by coordinating with the local Red Cross Chapter. In three days, four 42-foot trailers were filled with supplies that we delivered to the hardest-hit areas. KTTS arrived even before Red Cross assistance was on the scene. In addition to the supplies that were delivered in the trailers, our listeners donated more than \$50,000 in cash.

KTTS also is a staunch supporter of the local Ronald McDonald House. We partner with a business, Silver Dollar City Amusement Parks, to sponsor the “Kid-U-Cation” that contributes to the House facility.

When local families watched their loved ones leave to defend our country in Afghanistan and Iraq, KTTS initiated “Operation Hero”, a program that supports not only those serving on foreign soil, but also the families they left behind. Our listeners provided supplies to our soldiers serving overseas, as well as emotional and material support for their families.

▪ **POLITICAL PROGRAMMING**

Our news programming on KTTS focuses extensively on all the major candidate races and ballot issues of every election. Special focus is placed on key races and issues with a news feature titled “In Their Own Words”, in which two participants are asked to respond with one-minute answers to the same set of questions. Their answers provide listeners with opposing candidates’ views or two sides of an issue. These are aired during the two weeks preceding the election. Election night coverage begins with news that morning, tracking polling turnout. Beginning at 6:00 p.m. and lasting until winners are confirmed, KTTS provides live reports at the top and bottom of every hour. Live Reporters are stationed at the Republican, Democratic and Greene County election headquarters so that we can bring listeners live interviews that focus on the reaction of local political party leaders.

▪ **EMERGENCY PROGRAMMING**

KTTS is the local primary EAS station for our area. We specialize in breaking news and weather. We use two-way radio communication and cell phones, and we employ our NEXRAD radar system to pinpoint severe storms and their characteristics. During tornado warnings for the Springfield Metro area, KTTS goes into wall-to-wall non-stop weather programming, with up to four mobile units in the field. We provide constant updates with an anchor in the Newsroom, plus one reporter on radar and other reporters in the studio fielding phone calls from listeners. These reporters also initiate phone calls to local law enforcement and national weather service to get up-to-date breaking weather information. KTTS is unsurpassed in local and regional radio weather coverage, receiving annual award recognition from the Missouri Broadcasters Association and Associated Press. We provide a minimum of 26 live traffic reports each weekday, plus “breaking traffic” as warranted. Since the initiation of the Amber Alert program, KTTS has aired four alerts.

KTTS provides extensive news updates on major crimes. We air pertinent information by breaking in with live news reports immediately following major crimes. After hearing broadcasts on our station, listeners have contacted local police officers with vital information that has lead to the arrest of suspects within minutes.

▪ **PARTICIPATION IN COMMUNITY ACTIVITIES**

Every year, KTTS airs a 36-hour Radiothon in support of St. Jude Children's Research Hospital. Since 2001, total donations have increased from \$32,000 to \$128,000, for a combined total of \$360,000 in the last four years.

Several members of our staff are active members of local non-profit organizations. Our News Director serves on a committee for "The Kitchen", a local non-profit group that serves homeless and underprivileged families and individuals. For the last three years, the News Director also has served on the "Seniors and Law Enforcement" (SALT) committee, which designs and supports programs to protect the elderly from becoming crime victims. Our Morning Show Co-Host is on the board of several local agencies, including "Crosslines Council of Churches", "Mid-America Transplant Services", and "Springfield Victory Mission". Our General Manager is active with the Good Community Committee and local Chamber of Commerce.

Each week, we devote more than 30 minutes of air time to PSAs in :10, :30 and :60 increments. In addition, we have participated in or provided airtime for more than two dozen events thus far in 2004. We interview local agency leaders and air nearly a half-dozen stories every week that deal with the needs of school districts in our area. We send a reporter to Springfield school board meetings and we regularly interview other area school superintendents.

As part of Journal Broadcast Group in Springfield, KTTS is an active, supportive member of our community. We provide help when needed, leadership when required. We are proud of our community, and we pledge always to serve it to the best of our ability.

Thank you for allowing me to brag about Springfield, Missouri. We consider it an honor and a privilege to support such a great community. We believe we are serving the needs of our community without the need for any additional FCC regulations.

Sincerely



Rex Hansen
Vice-President/General Manager
Journal Broadcast Group
KTTS-FM
Springfield, MO